



## ASHPE Recognizes *Cutis*® and *JFP*® for Publishing Excellence

Parsippany – May 30, 2018 – Frontline Medical Communications (FMC), publishers of *Cutis*®, and *The Journal of Family Practice*® (*JFP*) and part of the MDedge™ Network, announces each publication has received a coveted award from The American Society of Healthcare Publication Editors (ASHPE).

*JFP* won a gold award in the “Best New Department” category for their newly launched *Behavioral Health Consult* column, featuring behavioral and mental health topics such as depression, anxiety, bipolar disorder, PTSD, and more, for primary care physicians.

Entered in the “Best Special Report/Section,” *Cutis* tied for a bronze award for the *Best of Acne* eCollection. This online exclusive features the top content on current treatment and patient management of acne, easily accessible as a PDF to print and/or share with colleagues from the *Cutis* website.

Karen Clemments, Editorial Director, announced the exciting news and acknowledged the efforts of Marya Ostrowski, Editor, *JFP* and Melissa Sears, Editor, *Cutis*. Clemments noted, “earning the distinction of ASHPE awards means we’ve achieved our mission...to provide relevant, meaningful content that serves our readers’ needs, that is readable, well-edited, and displayed in a clean, well-designed layout.”



This annual competition recognizes the very best the healthcare sector has to offer and provides an opportunity for editors to gauge editorial excellence against their peers. Earning an award provides further evidence of the outstanding achievement of these content development teams, and the quality they produce on behalf of their readers. ASHPE, [www.ashpe.org](http://www.ashpe.org), has been recognizing editorial excellence in the healthcare publishing field for over 17 years.

To learn more about the unique and unparalleled print and digital advertising opportunities for *JFP* contact Phil Soufleris at [psoufleris@mdedge.com](mailto:psoufleris@mdedge.com) and for custom programs contact Wendy Raupers at [wraupers@mdedge.com](mailto:wraupers@mdedge.com). For *Cutis*, contact Sharon Finch, Group Publisher, [sfinch@mdedge.com](mailto:sfinch@mdedge.com) for all options.

### About *The Journal of Family Practice*®

*The Journal of Family Practice* is a peer-reviewed and indexed journal that provides its more than 97,000 family physician readers with timely, practical, and evidence-based information that they can immediately put into practice. Research and applied evidence articles, plus patient-oriented departments like Practice Alert, PURLs, and Clinical Inquiries can be found in print and at [www.mdedge.com/jfponline](http://www.mdedge.com/jfponline). The Web site, which logs an average of more than 300,000 unique browsers every month, also offers audiocasts and videos by physician specialists and interactive features like Photo Rounds Friday—a weekly diagnostic puzzler.

## About *Cutis*®

*Cutis* is a monthly peer-reviewed journal referenced in Index Medicus/MEDLINE that provides concise clinical articles focusing on the practical side of dermatology. An educational resource for 53 years, dermatologists incorporate the diagnosis and treatment information presented in *Cutis* articles into patient care. Readers also become aware of new products and services through case reports, original research, clinical pearls, quizzes (both clinical dermatology and dermatopathology), physician columns, and review articles. Our quizzes in print are now eligible for 1 Maintenance of Certification (MOC) self-assessment credit from the American Board of Dermatology, which aids readers in fulfilling the requirements that demonstrate their ongoing competency as certified dermatologists. According to a recent survey\*, 72% of respondents indicated that content from an indexed publication (Index Medicus/PubMed) is more credible than from a non-indexed publication. The *Cutis* website ([www.mdedge.com/cutis](http://www.mdedge.com/cutis)) features an extensive archive of quality clinical content that provides readers with tools for point of care. Image-based quizzes are ranked most valuable by readers, followed by current issue contents\*. Other sources of original content online include disease state pages, latest news, and multimedia including procedural videos. Online content for residents to aid dermatologists in-training include monthly resident columns, fast facts for board review with practice questions, the Top 10 Fellow and Resident Grant winning entries from Cosmetic Surgery Forum, and quizzes. *Cutis* is partners with the Association of Military Dermatologists (AMD), Skin of Color Society, and Cosmetic Surgery Forum through columns focusing on skin diseases in which AMD physicians have extensive expertise to share, and valuable information on the care of the hair, skin, and nails of underserved populations. Resident Highlights from Cosmetic Surgery Forum are published online only. \**Cutis* Reader Input and Evaluation Study (July 2017)

## About Frontline Medical Communications

Frontline Medical Communications Inc. is one of the healthcare industry's largest medical communications companies and a leader in digital, print, and live events. The Company leads in HCP-level targeting and is ranked 1<sup>st</sup> in combined web and print engagements. With **MDedge™**, our state-of-the-art integrated web portal, and audited email database, FMC meets the marketing challenges of our clients with superior reach, optimal sponsorship opportunities, and flexible advertising programs. We reach 1.3 million+ physicians, NPs, PAs, HCPs, and key healthcare decision makers through more than 35 media brands serving 25 distinct markets. Print reach surpasses 850,000 and extends digitally, giving providers immediate content access through interactive websites, newsletters, mobile apps, digital editions, and social media platforms. FMC delivers award-winning, indexed, clinical reviews; practice and policy information; and medical news daily from on-site reporting at major medical meetings, many in collaboration with notable societies, medical associations, and opinion leaders. FMC produces live events, digital click-for-credit, and CME through affiliation with Global Academy for Medical Education, LLC ([globalacademycme.com](http://globalacademycme.com)) and Hemedicus ([www.hemedicus.com](http://www.hemedicus.com)). Visit [frontlinemedcom.com](http://frontlinemedcom.com) | [Twitter](#) | [Facebook](#) | [LinkedIn](#).



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